SOFTWARE / AI

Innovation & New Business Creation with Artificial Intelligence

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Munich, 13.01.2024

A joint initiative by

TUM Venture Labs: We help people be successful entrepreneurs

Welcome to the wonderful world of GenAI

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What is the purpose of this session

Learn to use AI for your business idea

- Strengths and limitations
- Demonstrate live use cases
- Share and discuss experiences and ideas

Some notes to start with

- You can get the slides afterwards
- This presentation is not to promote the usage of any specific AI products – we only use them for demonstration purposes
- Keep privacy and data security in mind, e.g. ChatGPT is still delivering insights for OpenAI

GenAI Strengths & Limitations

Strengths

- Text generation, summarization, translation,…
- Step-by-step reasoning
- Discovery of false assumptions
- Languages (even coding languages)
- Creativity
- Identification of bias
- Usage of tools

Limitations

- Difficulties in understanding long text
- Limited performance in formal languages without tool use
- Hallucination of facts
- Remaining web biases (political, racial, etc.)

AI is everywhere

Personal Productivity

- Time Management
- Notes Taking
- Project Planning
- Literature Review

New Businesses

- Idea Generation
- Pitch Deck
- Competitors Analysis
- Business Model

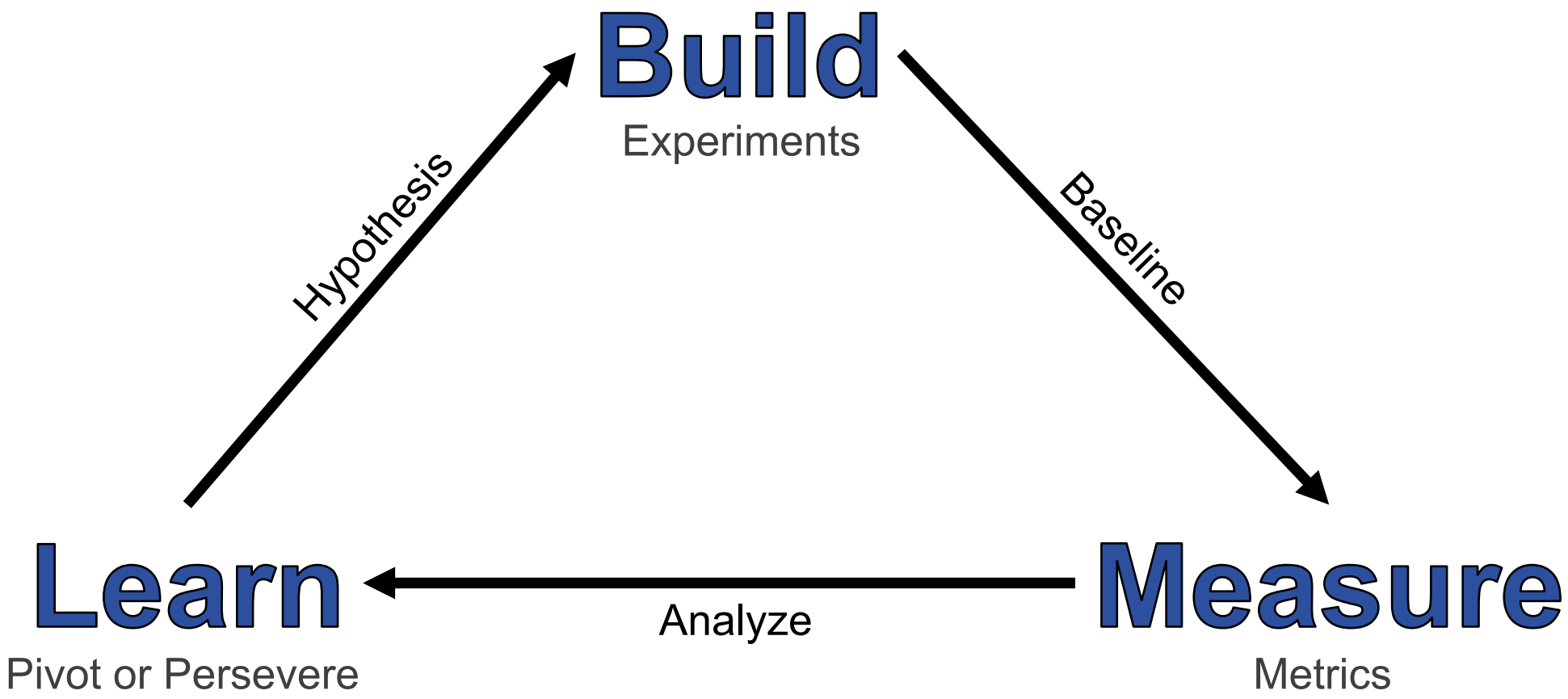
Established Businesses

- Customer Service
- Minutes of Meetings
- Hiring
- Reports

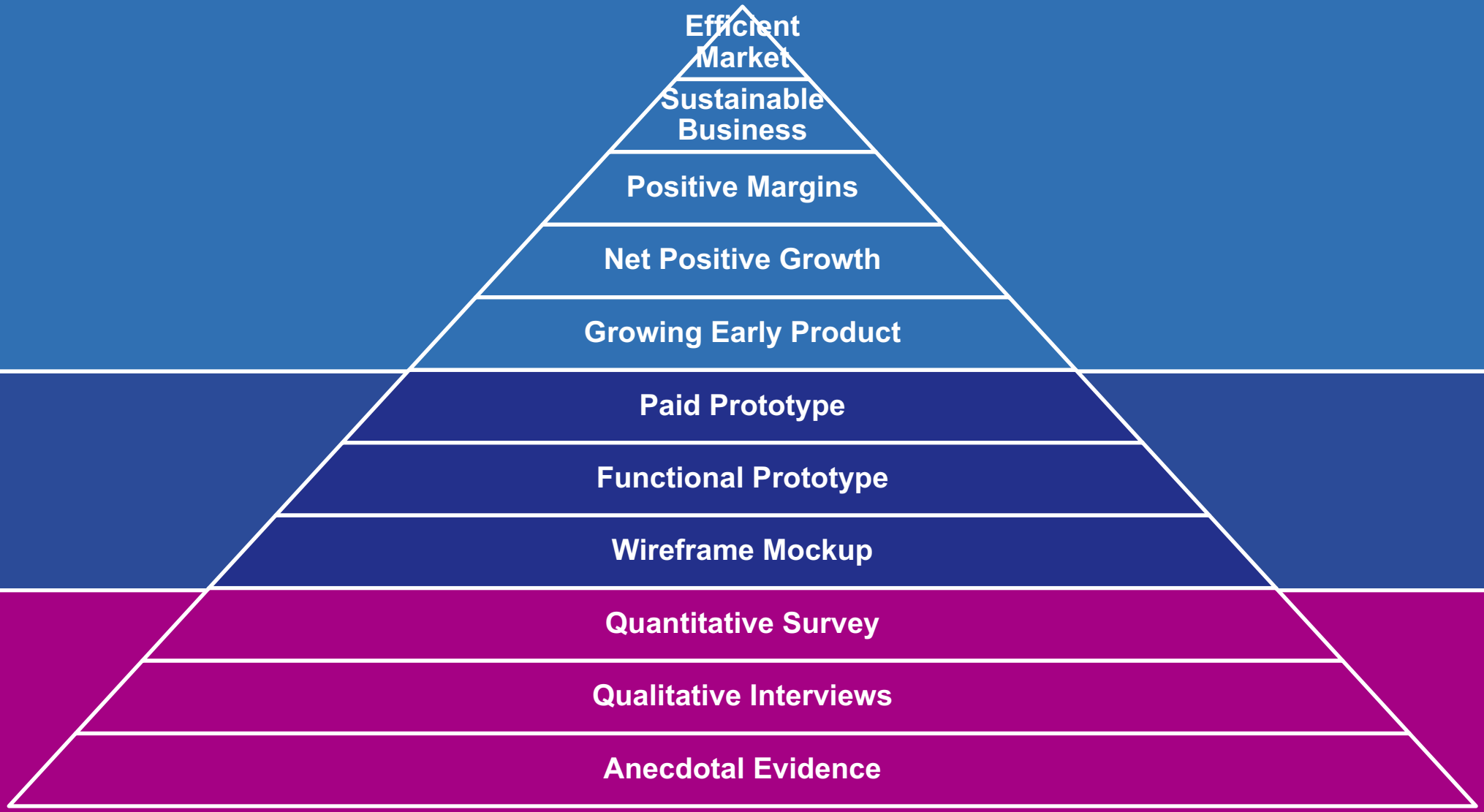
All about startups

OFFERS

AIR
GUINNESS
DRAUGHT
GUINNESS
DRAUGHT
BREWED IN DUBLIN
blk.
PREMIUM
ALKALINE
WATER
Pilos
NEEDS


Build
Experiments
Hypothesis
Baseline
Learn
Pivot or Persevere
Analyze
Measure
Metrics

One build should not take more thank 4 hours


Efficient Market
Sustainable Business
Positive Margins
Net Positive Growth
Growing Early Product
Paid Prototype
Functional Prototype
Wireframe Mockup
Quantitative Survey
Qualitative Interviews
Anecdotal Evidence

Let’s build!

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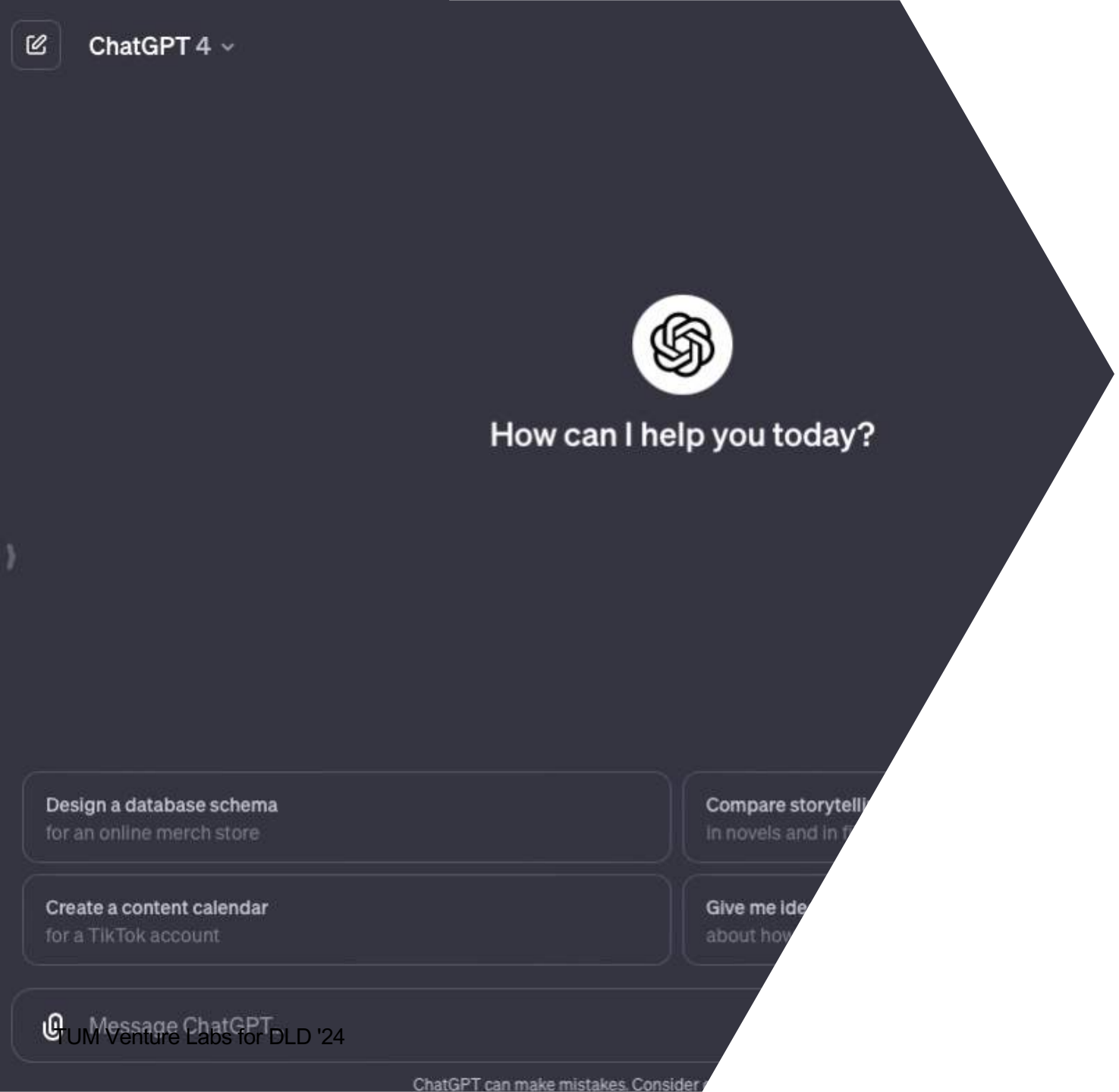

Let‘s ChatGPT

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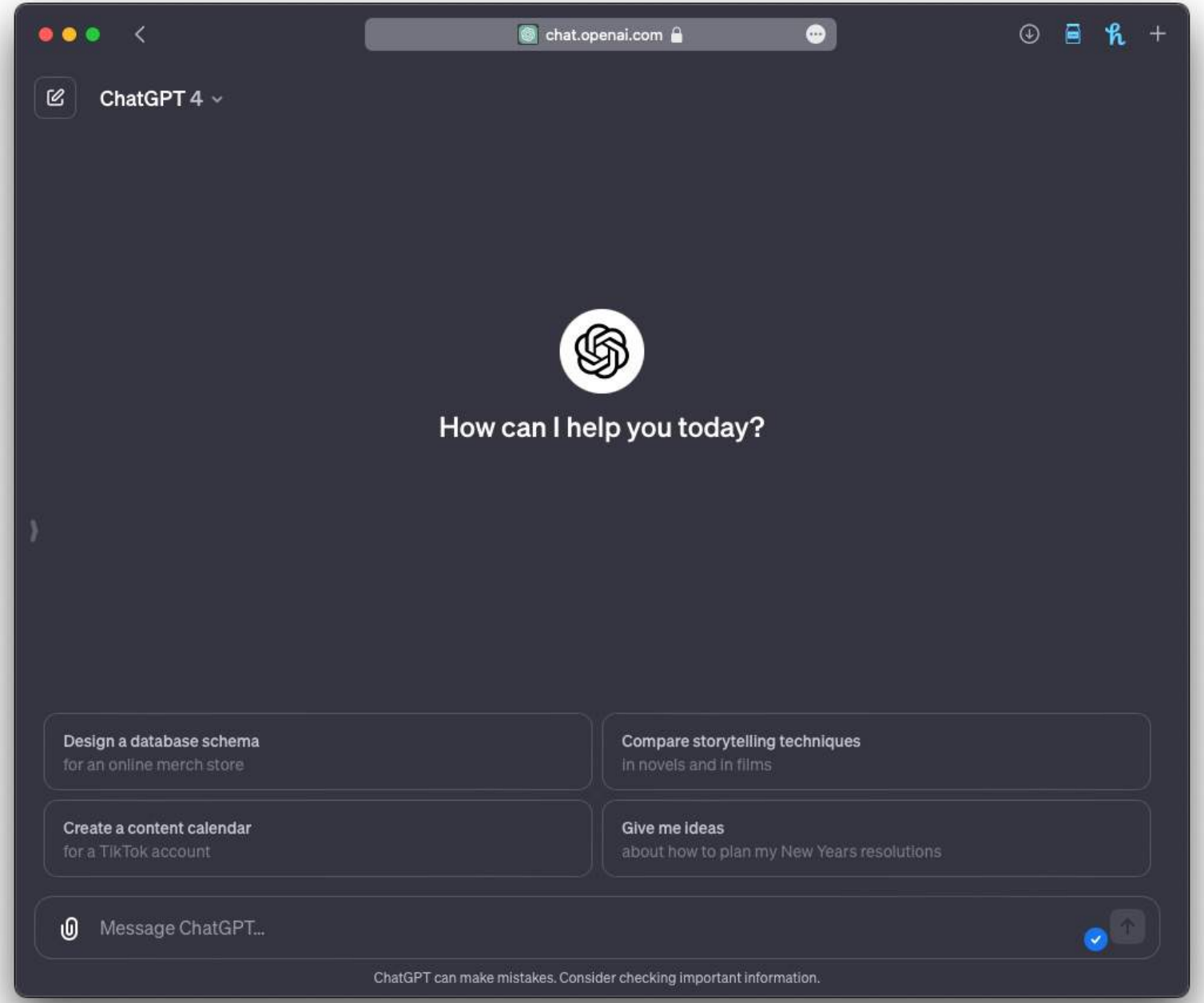
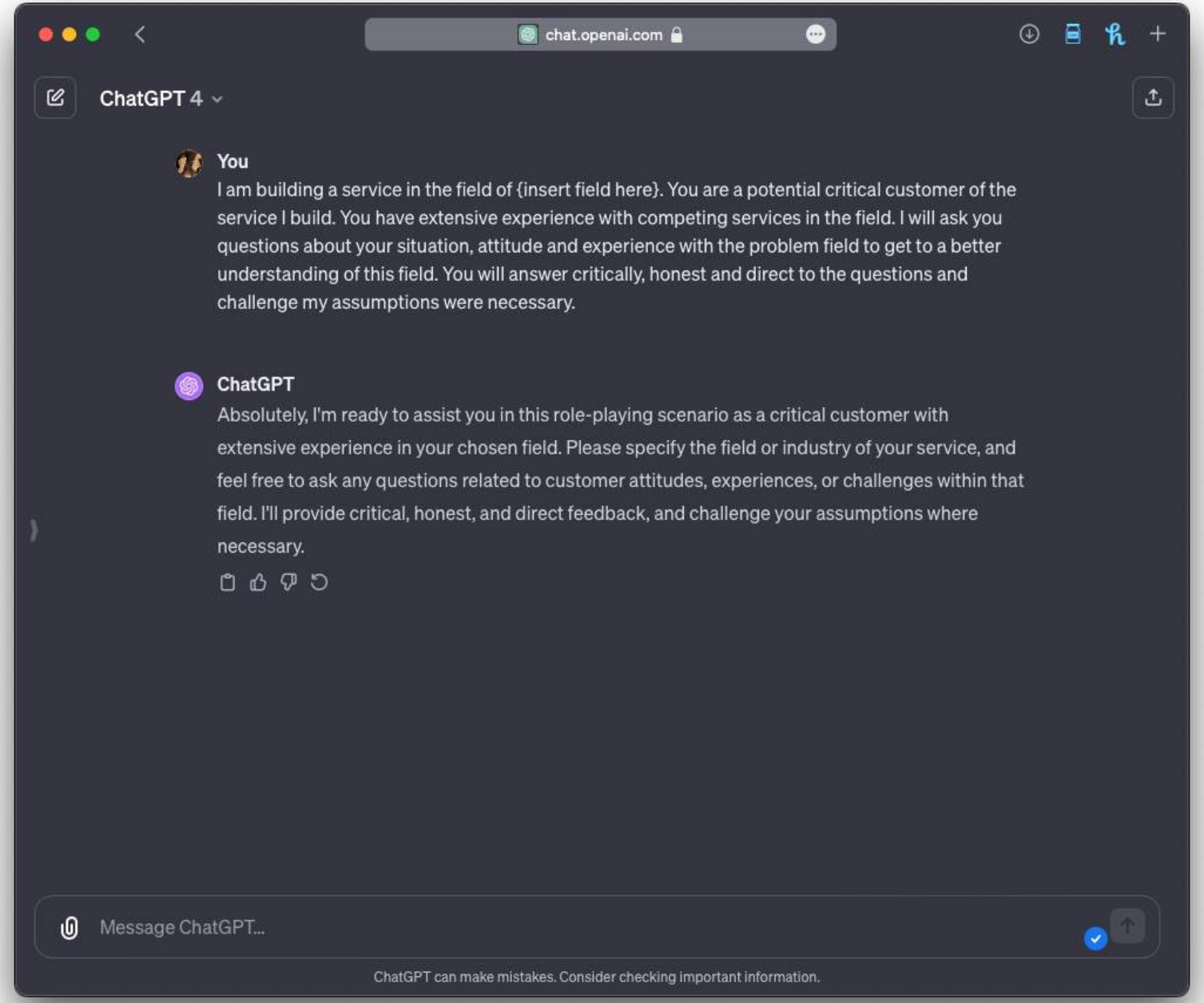
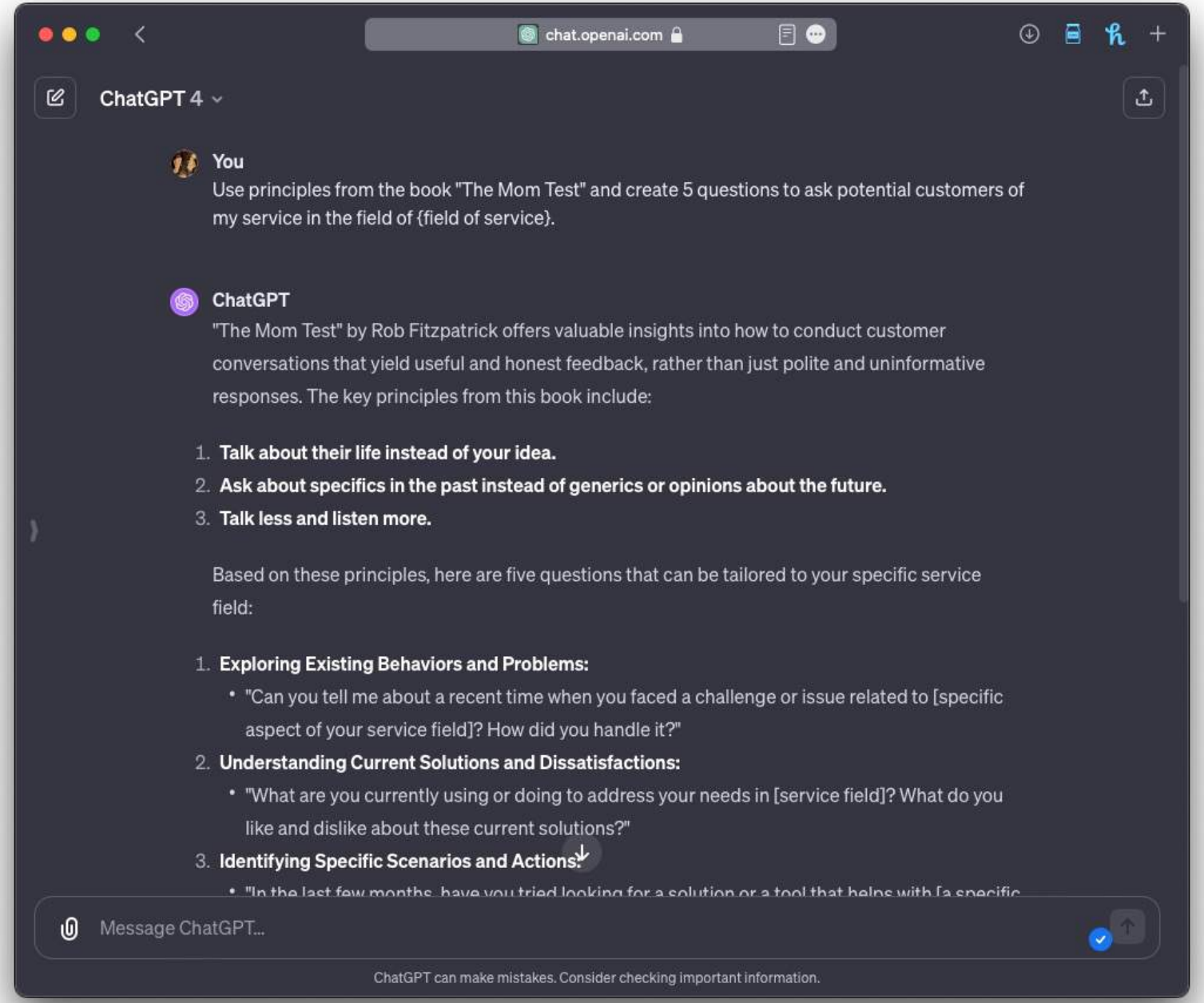
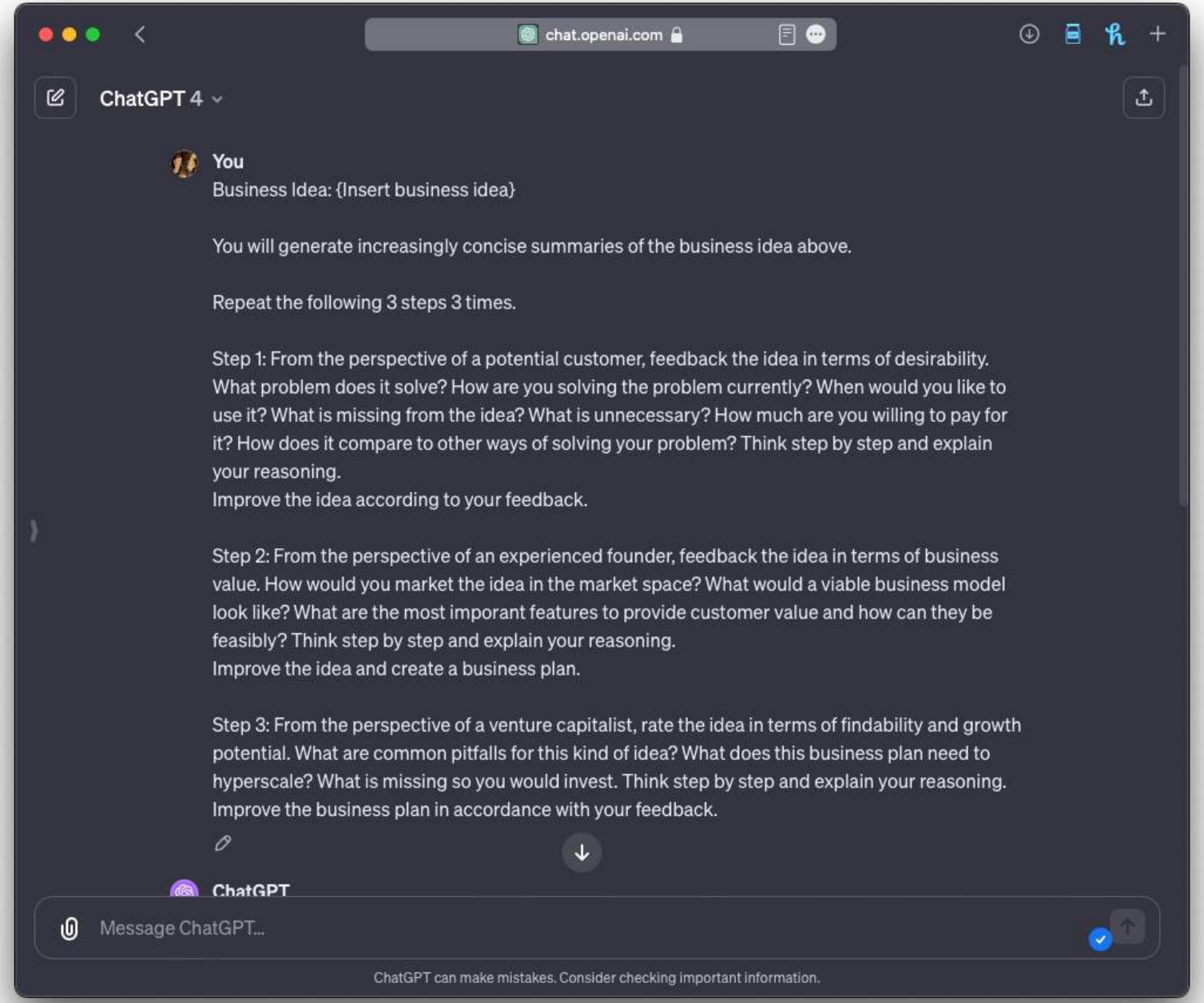

chat.openai.com
ChatGPT 4
How can I help you today?
Design a database schema
for an online merch store
Compare storytelling techniques
in novels and in films
Create a content calendar
for a TikTok account
Give me ideas
about how to plan my New Years resolutions
Message ChatGPT...
ChatGPT can make mistakes. Consider checking important information.



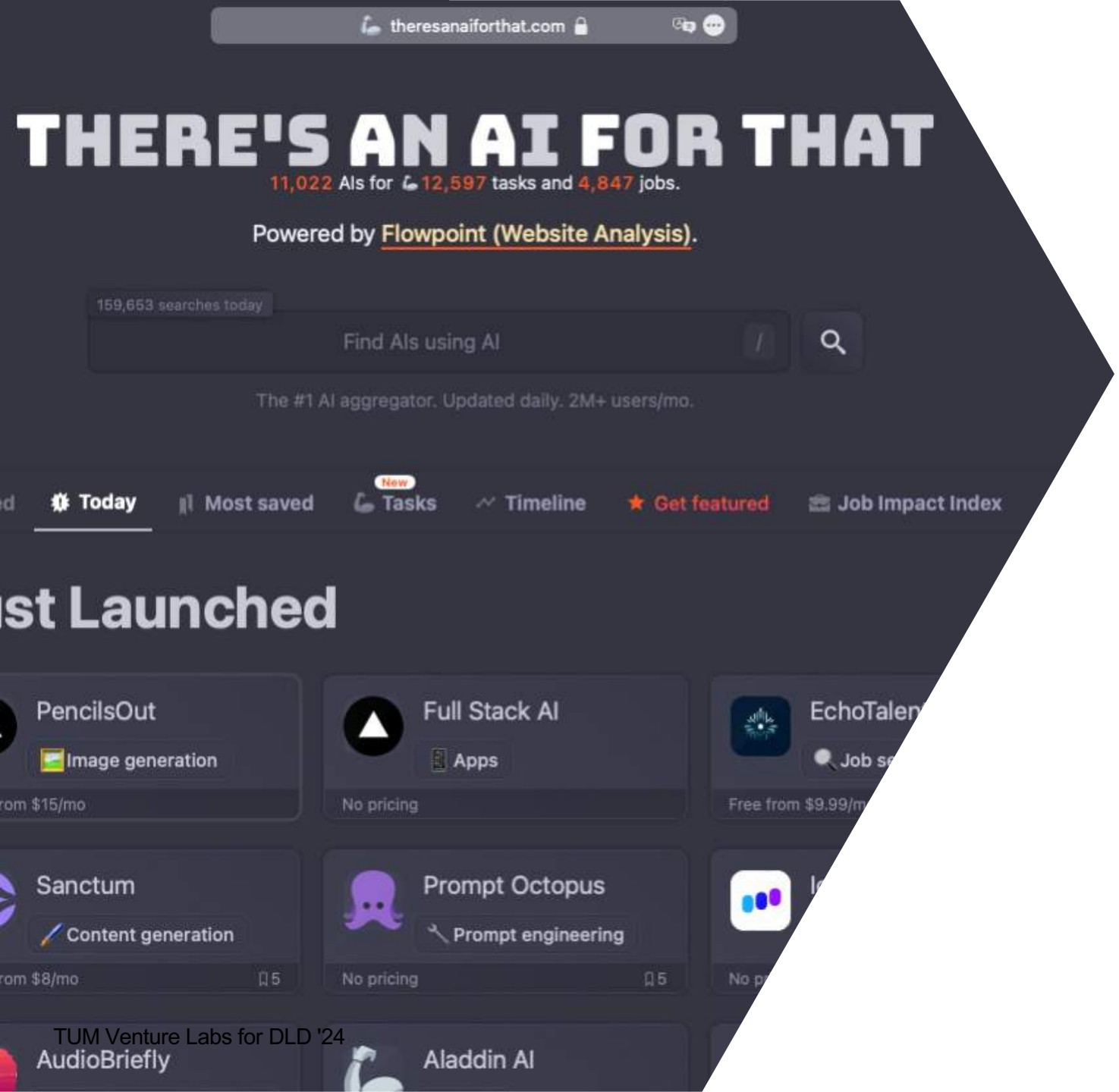
Note:
Using an LLM as a customer persona



Note:
Using an LLM to learn specific tasks



Note:
Use Chain of Density of complex research



Let‘s put it on the next level

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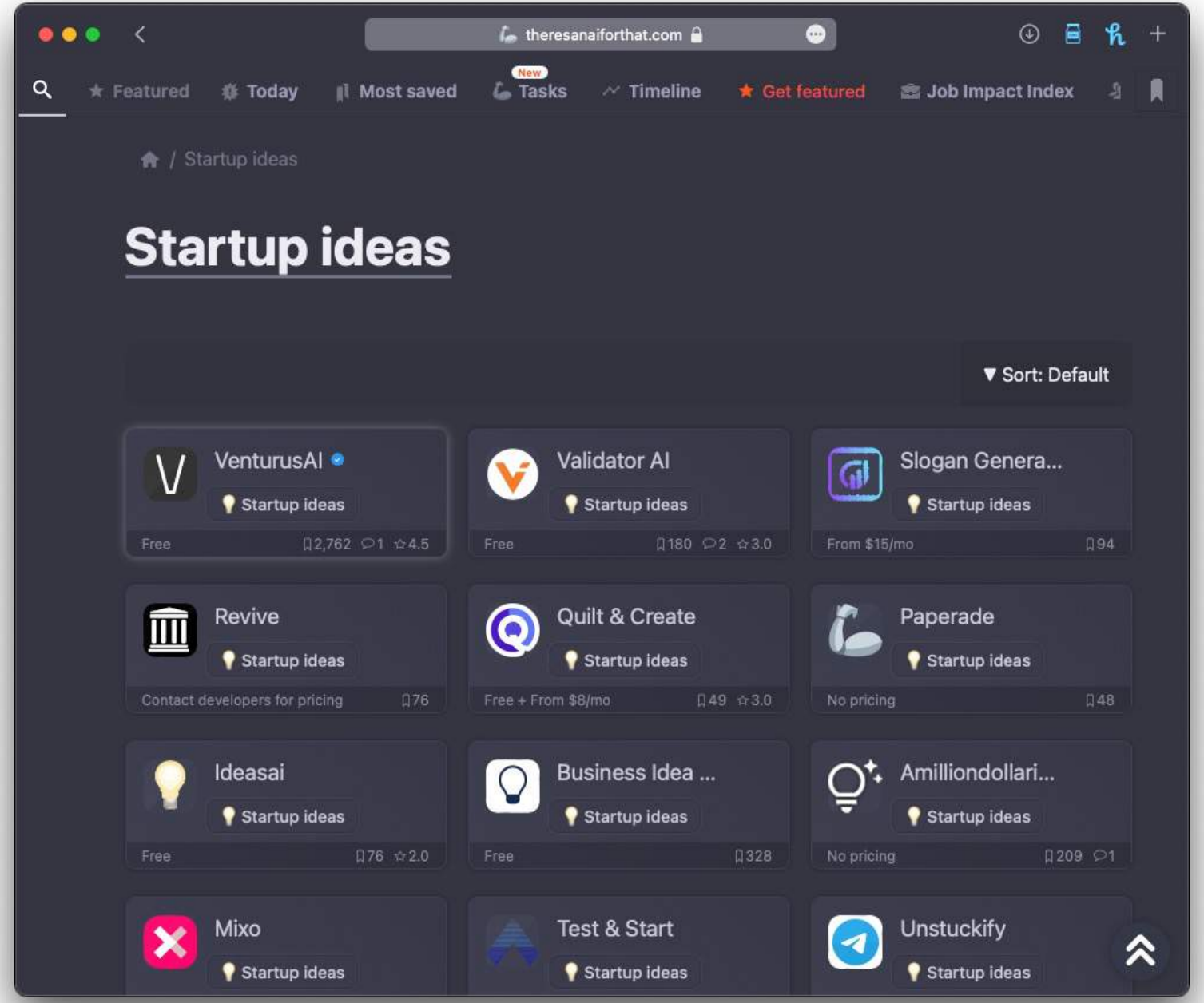
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New
Tasks
Timeline
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/ Startup ideas
Startup ideas
▼ Sort: Default
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2,762 1 4.5
Validator AI
Startup ideas
Free
180 2 3.0
Slogan Genera...
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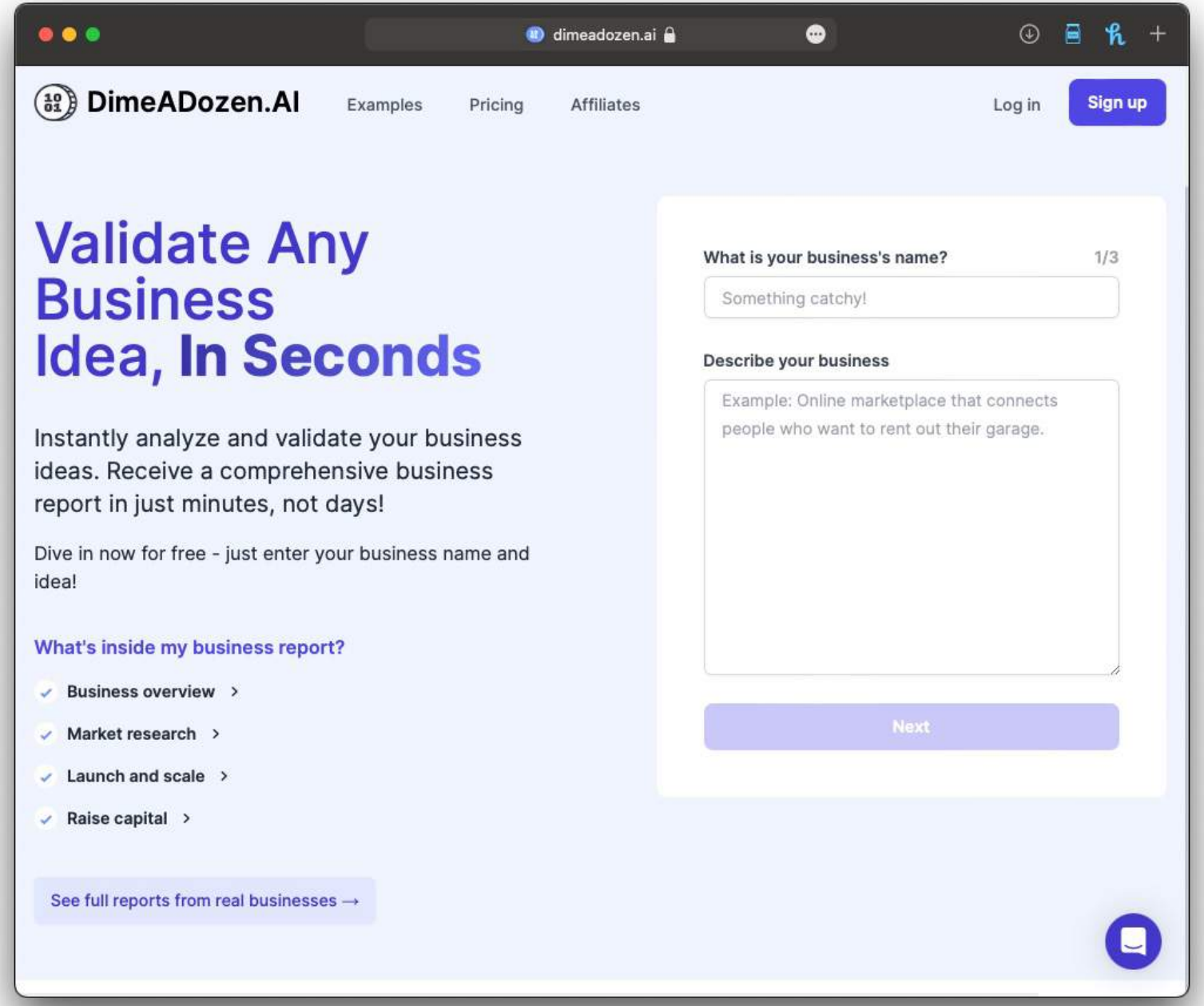
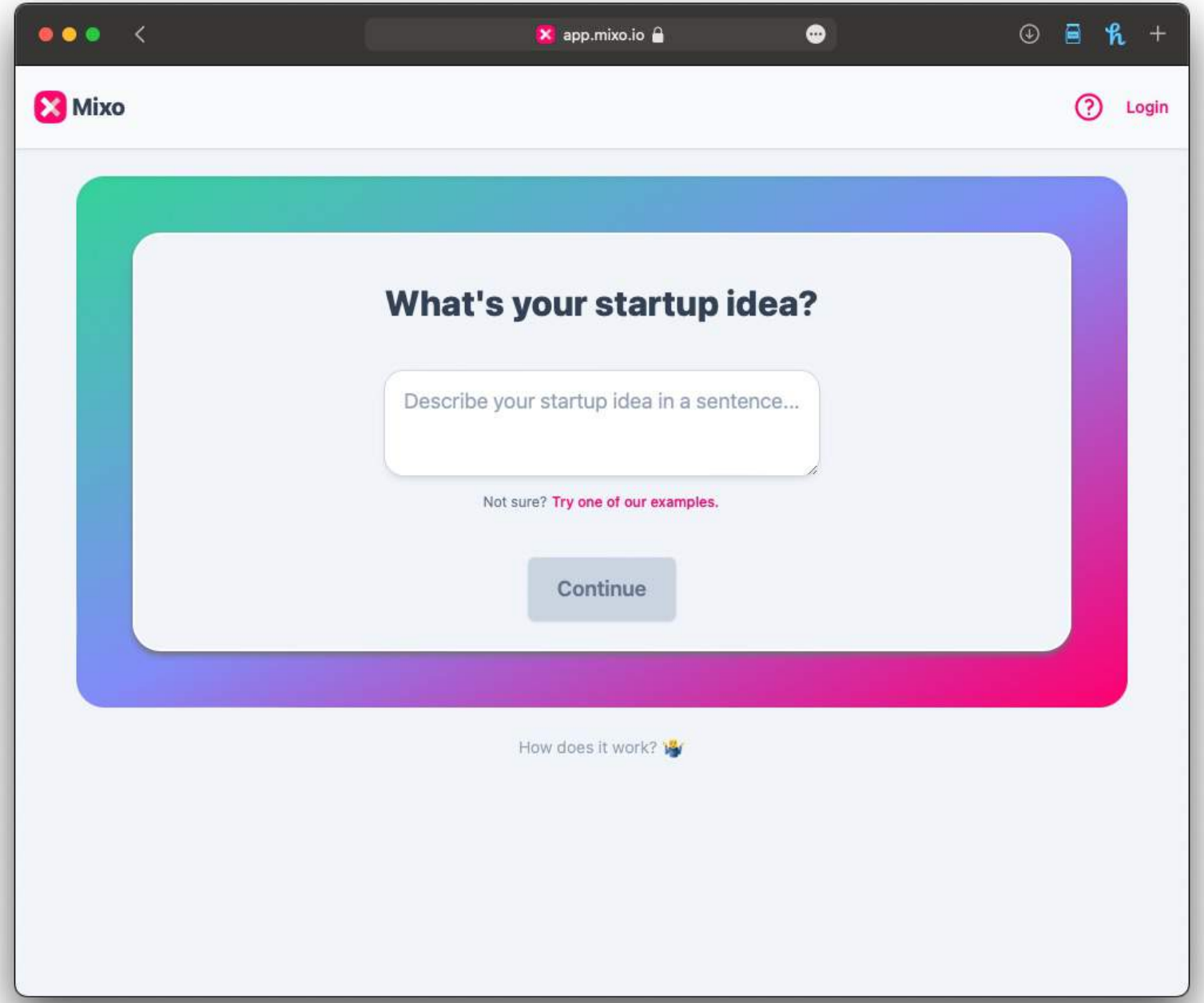
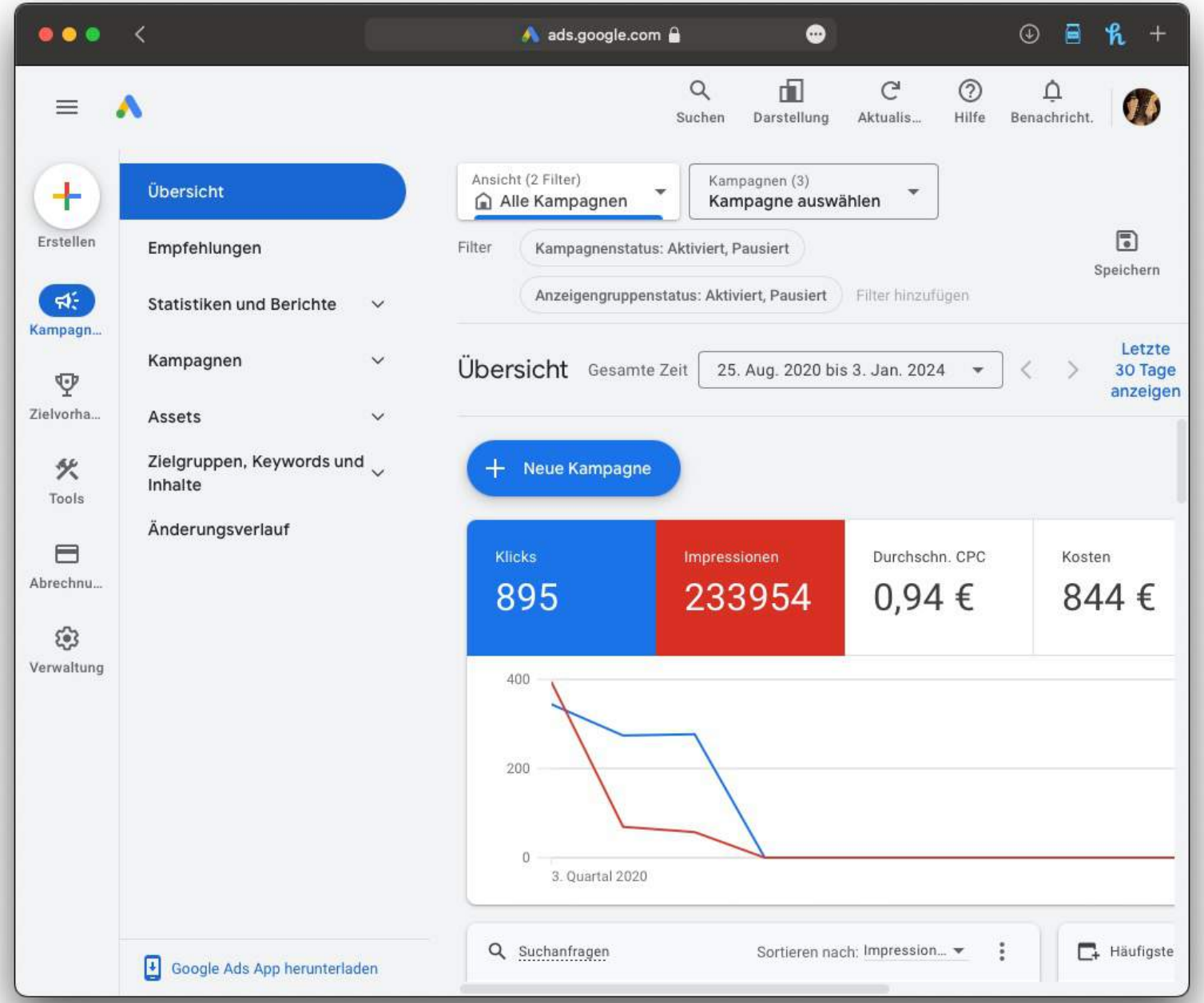
From $15/mo
94
Revive
Startup ideas
Contact developers for pricing
76
Quilt & Create
Startup ideas
Free + From $8/mo
49 3.0
Paperade
Startup ideas
No pricing
48
Ideasai
Startup ideas
Free
76 2.0
Business Idea ...
Startup ideas
Free
328
Amilliondollari...
Startup ideas
No pricing
209 1
Mixo
Startup ideas
Test & Start
Startup ideas
Unstuckify
Startup ideas

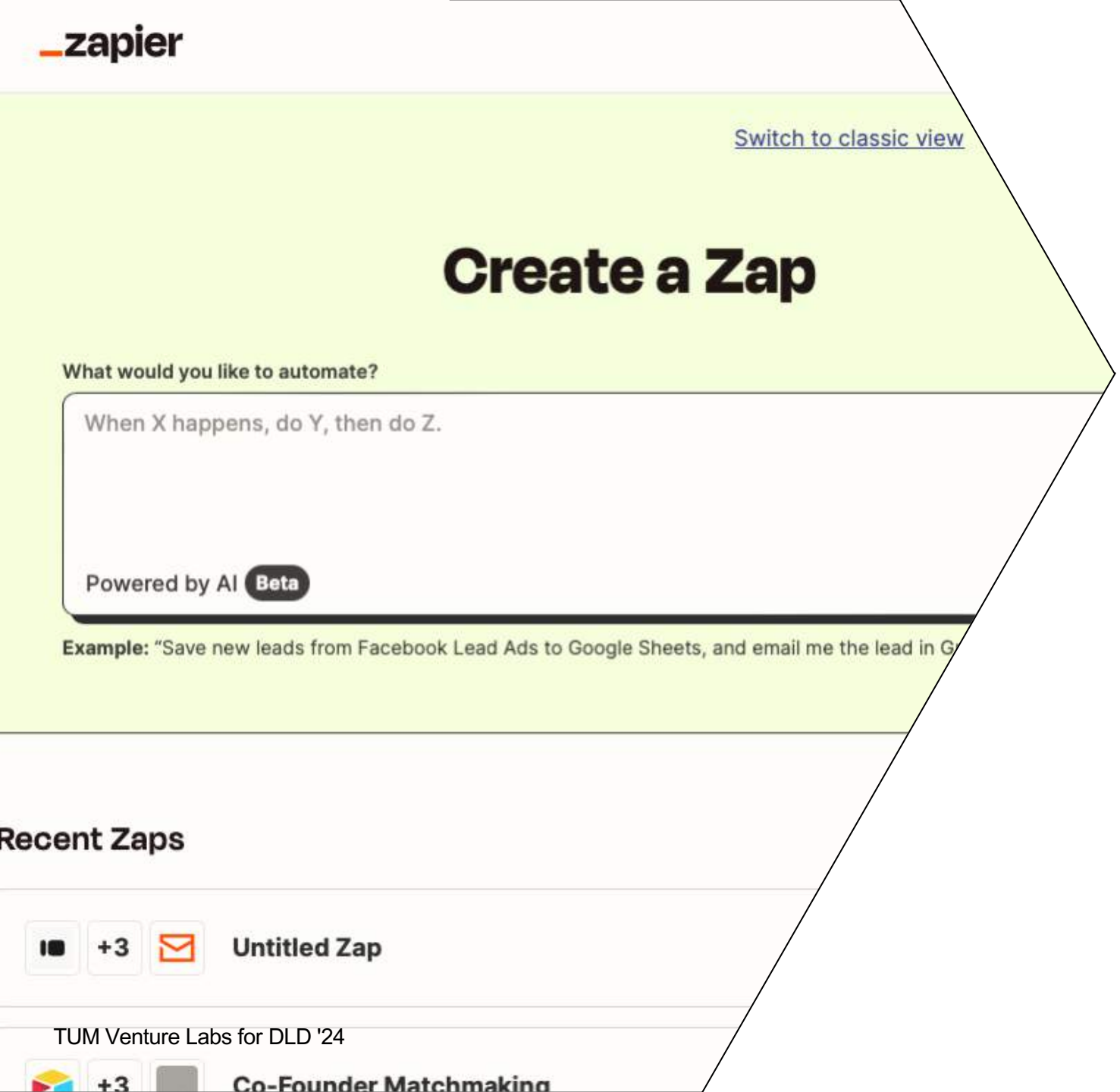

dimeadozen.ai
DimeADozen.AI
Examples
Pricing
Affiliates
Log in
Sign up
Validate Any Business Idea, In Seconds
Instantly analyze and validate your business ideas. Receive a comprehensive business report in just minutes, not days!
Dive in now for free - just enter your business name and idea!
What's inside my business report?
Business overview
Market research
Launch and scale
Raise capital
See full reports from real businesses →
What is your business's name?
1/3
Something catchy!
Describe your business
Example: Online marketplace that connects people who want to rent out their garage.
Next



Note:
Use a specific tool for a generic smoke tests



Note:
Let test run with at least 10€/day at least 14 days



Let‘s get real

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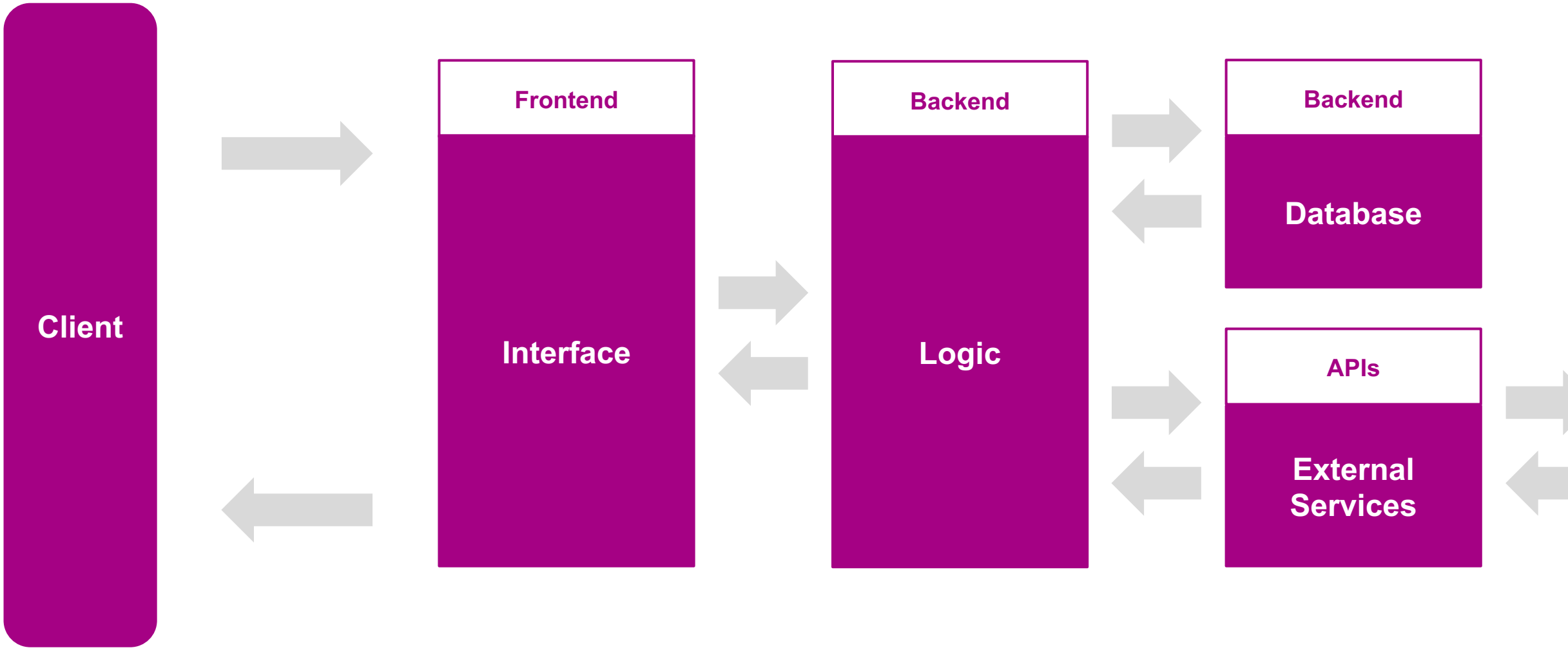
More about startups

Every application ever



The three levels of prototyping

No Code

Do not write any code

Speed:	+++
Versatility:	+++
Scalability:	——
Polishness:	——

Low Code

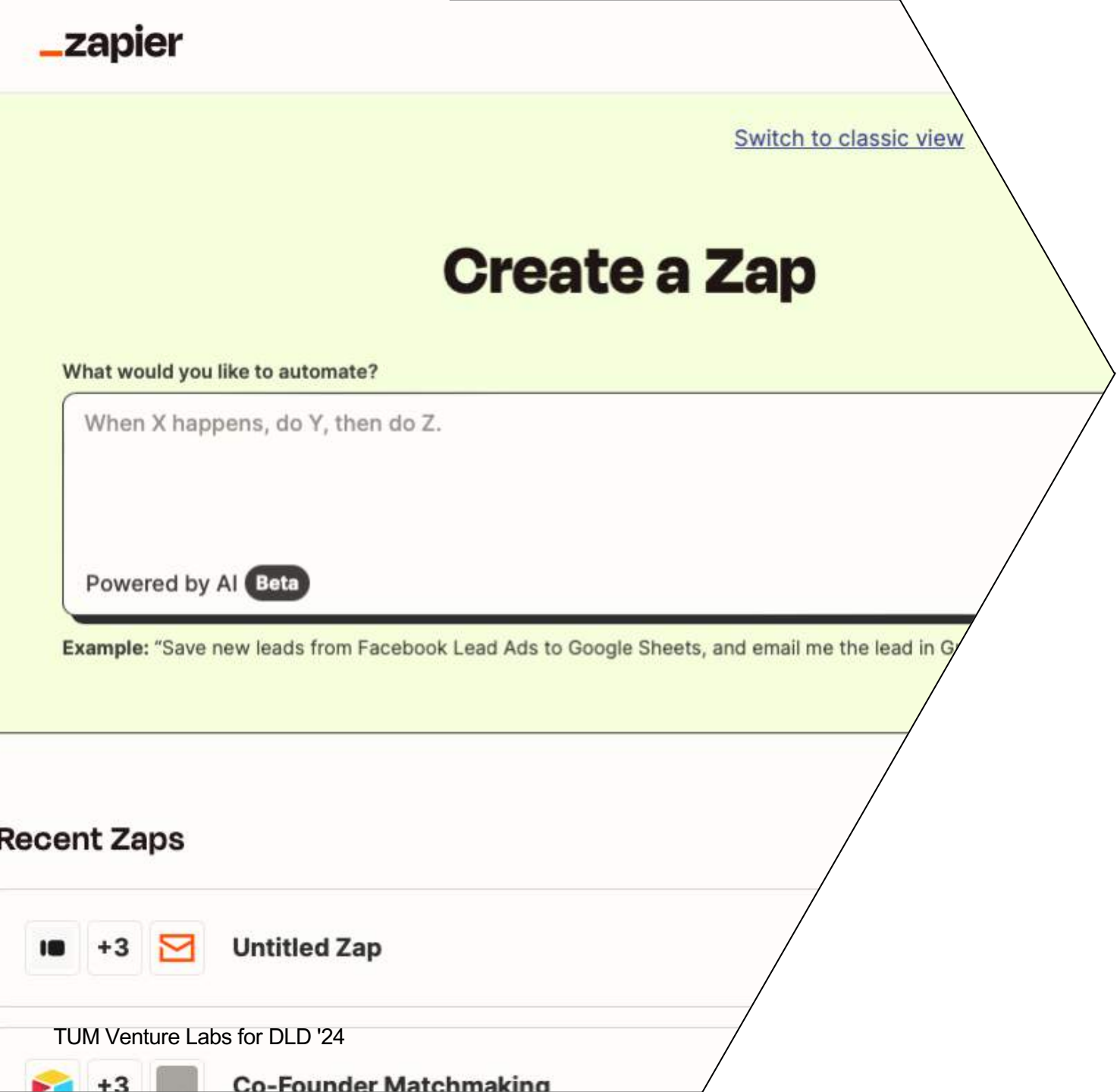
Use low code tools

Speed:	+
Versatility:	—
Scalability:	+
Polishness:	+

High Code

Hardcode yourself

Speed:	——
Versatility:	+++
Scalability:	+++
Polishness:	+++



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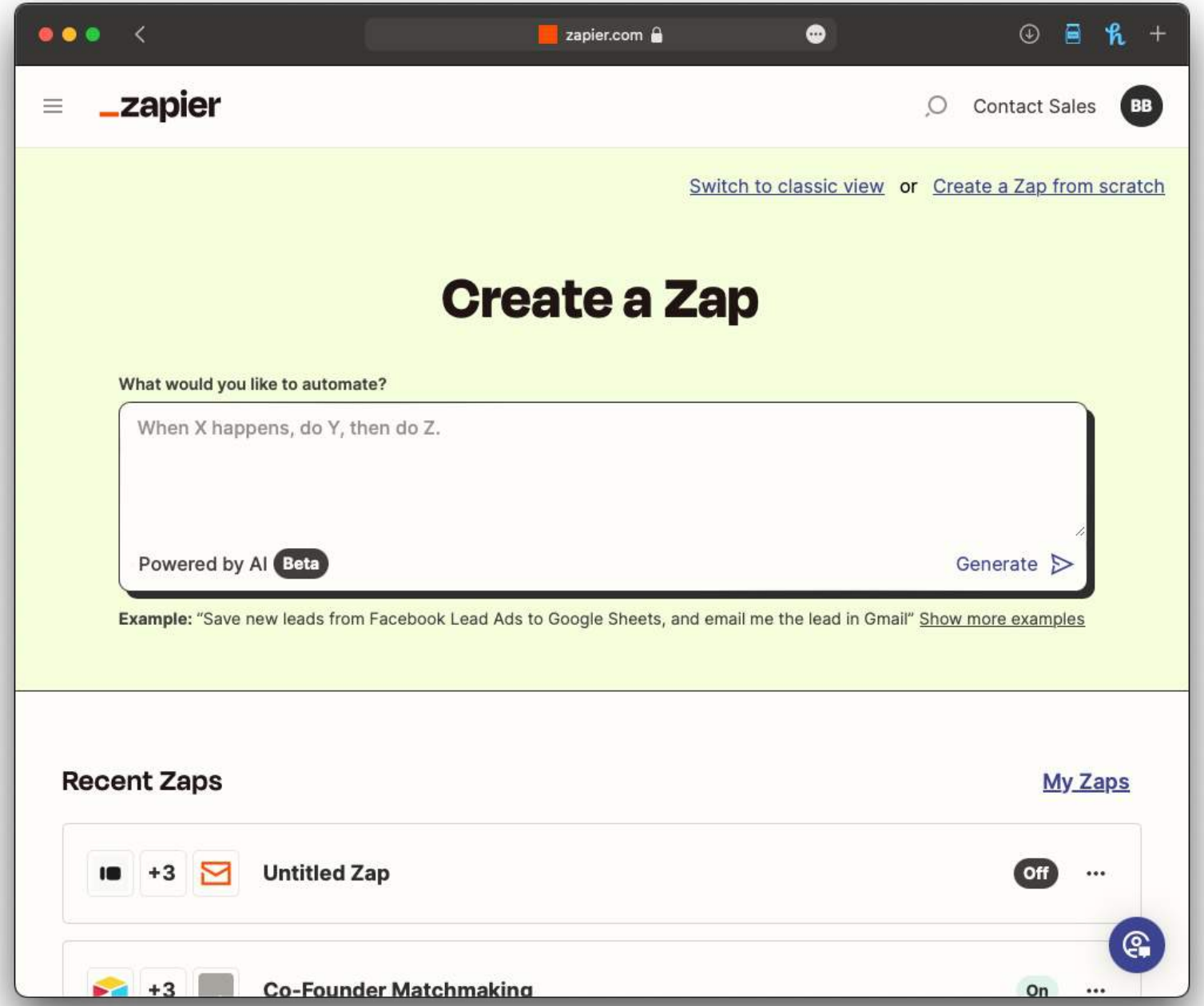
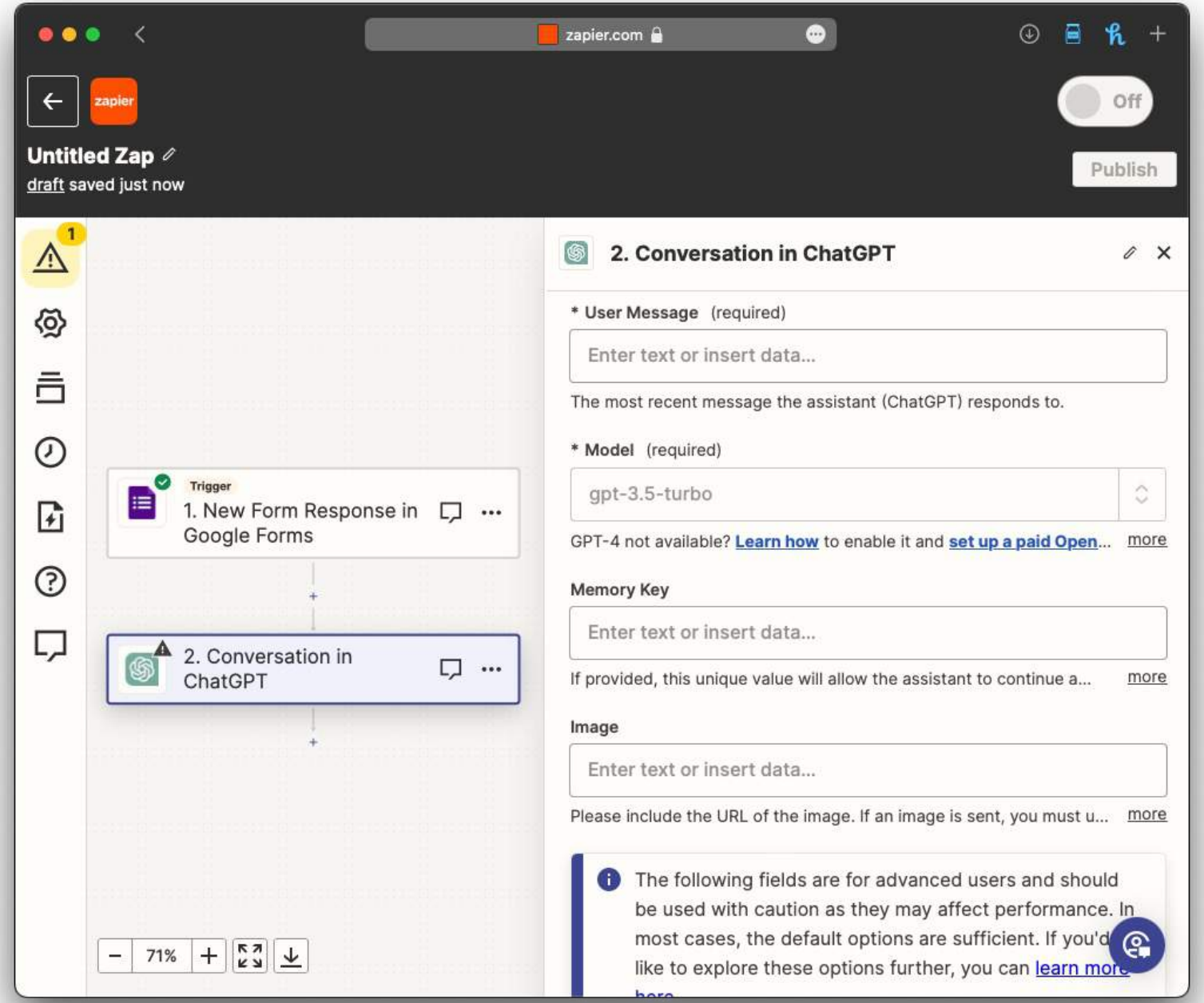
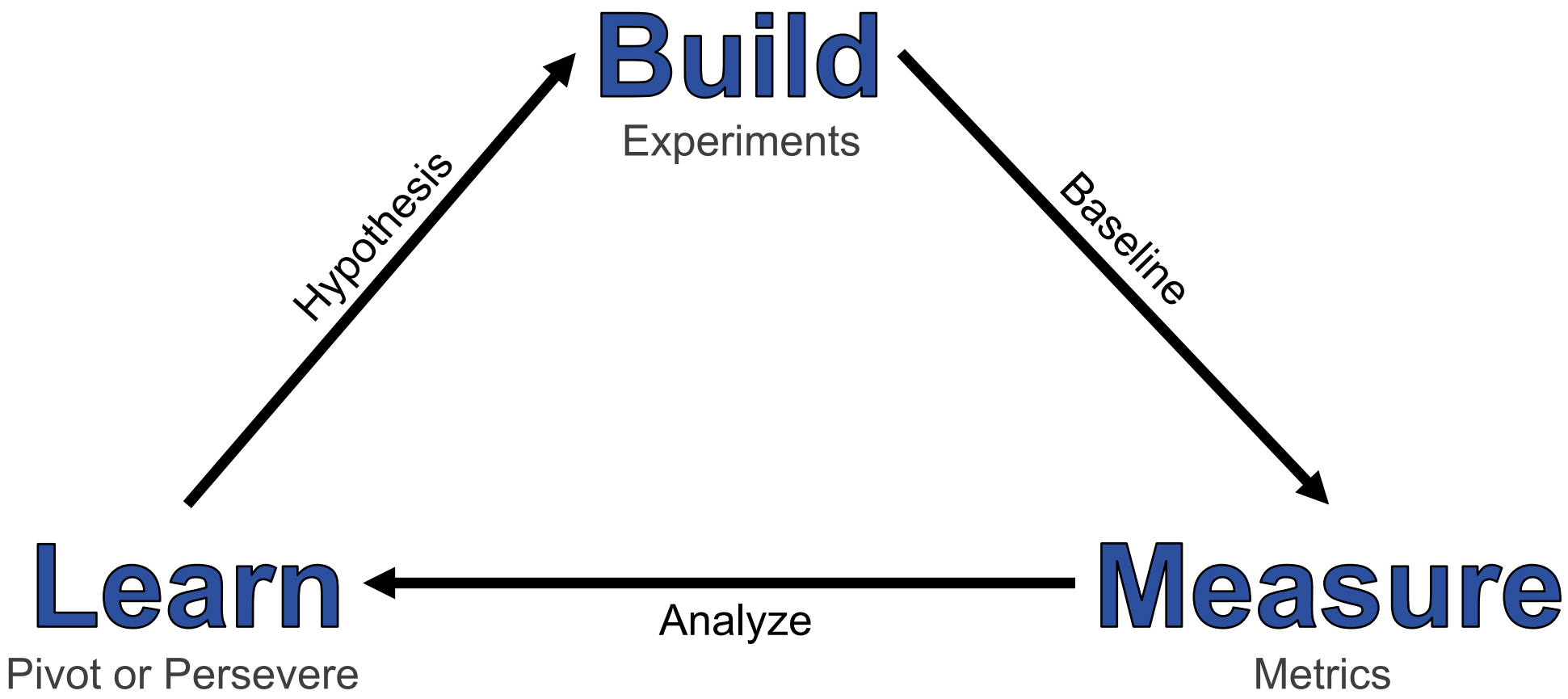

zapier.com
zapier
Contact Sales
BB
Switch to classic view or Create a Zap from scratch
Create a Zap
What would you like to automate?
When X happens, do Y, then do Z.
Powered by AI Beta
Generate
Example: "Save new leads from Facebook Lead Ads to Google Sheets, and email me the lead in Gmail" Show more examples
Recent Zaps
My Zaps
+3
Untitled Zap
Off
+3
Co-Founder Matchmaking
On


zapier.com
zapier
Off
Untitled Zap
draft saved just now
Publish
1
Trigger
1. New Form Response in Google Forms
2. Conversation in ChatGPT
71%
2. Conversation in ChatGPT
* User Message (required)
Enter text or insert data...
The most recent message the assistant (ChatGPT) responds to.
* Model (required)
gpt-3.5-turbo
GPT-4 not available? Learn how to enable it and set up a paid Open... more
Memory Key
Enter text or insert data...
If provided, this unique value will allow the assistant to continue a... more
Image
Enter text or insert data...
Please include the URL of the image. If an image is sent, you must u... more
The following fields are for advanced users and should be used with caution as they may affect performance. In most cases, the default options are sufficient. If you'd like to explore these options further, you can learn more here.

Recap

One build should not take more thank 4 hours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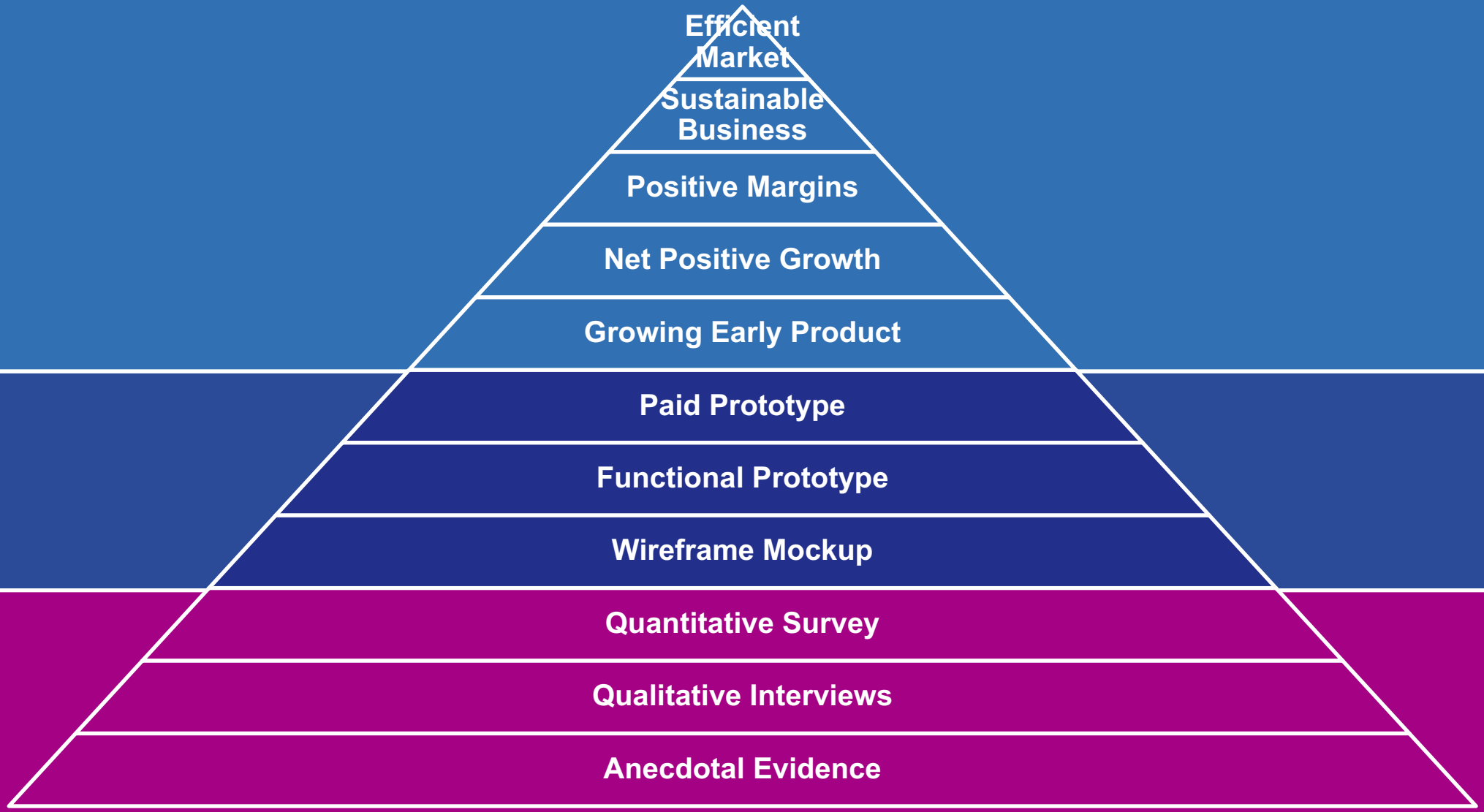
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Growing Early Product
Paid Prototype
Functional Prototype
Wireframe Mockup
Quantitative Survey
Qualitative Interviews
Anecdotal Evidence

Thank You!

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Questions & Inqueries:

bastian.burger@unternehmertum.de

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Follow the TUM Venture Labs for our AI based offerings like **Microclasses** or **Expert Office Hours**.
Reach out for specific solutions, trainings and all other requests & inqueries.

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Backup & Handout

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We prompt ChatGPT to come up with a Start-Up idea and create a short pitchdeck

Prompt 1

a. Define ChatGPT‘s identity

b. Define your identity

Prompt 2

Create outline for presentation with focus on a specific topic

Prompt 3

Transform the outline into actual content for slides

We prompt ChatGPT to come up with a Start-Up idea and create a short pitchdeck

Prompt 1

a. Define ChatGPT‘s identity

Chatgpt you are a great and successful entrepreneur who has build a start-up in the AI field. You have extensive experience in building successful business models.

b. Define your identity

Prompt 2

Create outline for presentation with focus on a specific topic

Prompt 3

Transform the outline into actual content for slides

We prompt ChatGPT to come up with a Start-Up idea and create a short pitchdeck

Promot 1

a.Define ChatGPT‘s identity

b.Define your identity

I am a student that loves image editing and AI. I'm considering turning this passion into a startup business, but I am not sure where to start. Can you provide me with 5 business ideas. Please limit your output to 100 words.

Prompt 2

Create outline for presentation with focus on a specific topic

Prompt 3

Transform the outline into actual content for slides

We prompt ChatGPT to come up with a Start-Up idea and create a short pitchdeck

Prompt 1.

a.Define ChatGPT‘s identity

b. Define your identity

Prompt 2

Create outline for presentation with focus on a specific topic

I want to focus on your suggestion about an “AI-Generated Art Marketplace”. Please focus only on this specific idea. I am particularly interested in understanding potential customers and key steps to create a problem solution fit. Could you please explain the following four points to me:

- Please create a persona for my potential customer
- Explain the problem that this customer has right now without our solution
- Explain how our solution works
- Create a call-to-action

We prompt ChatGPT to come up with a Start-Up idea and create a short pitchdeck

Prompt 1

a.Define ChatGPT‘s identity

b. Define your identity

Prompt 2

Create outline for presentation with focus on a specific topic

Prompt 3

Transform the outline into actual content for slides

I now want to present my idea to an audience. I need a pitch deck with 4 slides which include the persona, the problem, the solution, and call-to-action.

We prompt ChatGPT to turn our hobby into a business and create a short pitchdeck

1. Define ChatGPT‘s identity

> Hey ChatGPT, you are a great and successful entrepreneur who has build a start-up in the gardening industry. You have extensive experience in building successful business models.

2. Define your identity

3. Create outline for presentation with focus on a specific topic

4. Transform the outline into actual content for slides

We prompt ChatGPT to turn our hobby into a business and create a short pitchdeck

1. Define ChatGPT‘s identity

2. Define your identity

> I am a student who loves gardening and I'm considering turning this passion into a startup business, but I am not sure where to start. Can you provide me with 2 business ideas. Please limit your output to 100 words.

3. Create outline for presentation with focus on a specific topic

4. Transform the outline into actual content for slides

We prompt ChatGPT to turn our hobby into a business and create a short pitchdeck

1. Define ChatGPT‘s identity

2. Define your identity

3. Create outline for presentation with focus on a specific topic

> I want to choose your ideas about an “Online Plant Shop with Expert Advice”. Please focus only on this specific idea. I am particularly interested in understanding potential customers and key steps to create a problem solution fit. Could you please explain the following four points to me:
>
> - Please create a persona for my potential customer
> - Explain the problem that this customer has right now without our solution
> - Explain how our solution works
> - Create a call-to-action

4. Transform the outline into actual content for slides

We prompt ChatGPT to turn our hobby into a business and create a short pitchdeck

1. Define ChatGPT‘s identity

2. Define your identity

3. Create outline for presentation with focus on a specific topic

4. Transform the outline into actual content for slides

I now want to present my idea to an audience. I need a pitch deck with 4 slides which include the persona, the problem, the solution and call-to-action.

You still need to be careful and question the input & output